

Announcing the News-Times Birthday Party

15,000 School Boys and Girls to be Given a Series of Birthday Parties During the Year of 1915

A Trip to the Orpheum and the Movies, Ice Cream and a Return
Car Ticket Home

This is the News-Times Big Surprise to the Boys and Girls

This is a Sample of The News-Times' Birthday
Ticket.

The South Bend News-Times Birthday Party

Ticket Issued to

With the compliments of The News-Times
and concerns mentioned below who are co-
operating in giving the school children of South
Bend and Mishawaka a series of Birthday
Parties during the year 1915.

CONDITIONS

This ticket is subject to the conditions
named on the reverse side and on the face of
the coupon tickets below.

DIRECTIONS FOR USING.

Go from The News-Times office to the Sur-
prise Theater on Michigan St. After seeing
the show at the Surprise visit each show in the
order of the coupons, starting at the bottom of
the coupon strip, or coupon No. 1. Tear off
and present coupons to the doorkeepers in the
order named.

Tear off coupons as needed. Hold on to this
strip ticket and don't lose it, as another will
not be given you.

After seeing the various shows, go to the
American Drug Store, 133 N. Main St., for
refreshments, using coupon which entitles you
to same.

If you live on a car line 10 or more blocks
from town, we will give you a return car ticket
home.

If you come to town alone, obey your par-
ents' instructions. Don't tarry on the streets,
BUT GO HOME. No tickets good after 6
o'clock.

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| (6) | News-Times Birthday Party
Good For
Five Cents in Trade at the
Fountain American Drug Co.
South Bend's Greatest Drug Store. |
| (5) | News-Times Birthday Party
Good For
One Admission to the Majestic
Void After 6 P. M. |
| (4) | News-Times Birthday Party
Good For
One Coupon Seat at the Orpheum
Quality Vaudeville—Void After 6 P. M. |
| (3) | News-Times Birthday Party
Good For
One Admission to the Colonial. |
| (2) | News-Times Birthday Party
Good For
One Admission to LaSalle
Void After 1:30 P. M. |
| (1) | News-Times Birthday Party
Good For
One Admission to Surprise
Void After 1 P. M. |

of South Bend and Mishawaka

Here is the Gift You Will Re- ceive on Your Birthday

WATCH FOR YOUR NAME IN THE NEWS-TIMES ON THE DAY OF YOUR BIRTHDAY.

For a long time The News-Times has wanted to do something big for its thousands of little friends
who live in the homes of South Bend and Mishawaka, where the paper is a welcome visitor each morn-
ing and evening. In making this announcement, it includes every school boy and girl who is a pupil of
any of the various public or private schools of South Bend and Mishawaka regardless of whether or not
their parents are News-Times readers.

The News-Times, therefore, takes pleasure in announcing that beginning March 10, 1915, it will
from day to day publish the birthdays of all school boys and girls of South Bend and Mishawaka whose
names it has been able to secure and compile, the number being estimated at not less than 15,000.

On the Saturday following the daily announcements a birthday party will be given, the boys and
girls whose names have been published during the week preceding. This party will consist of a
ticket entitling them to admission to the Orpheum, Majestic, Surprise, LaSalle and Colonial Theaters,
refreshments at the American Drug Co., and a return car ticket home, to children living 10 blocks
or over from town.

There are no conditions attached to the series of Birthday Parties other than that contained on the
tickets to be presented by The News-Times, a reproduction of which is published herewith. A careful
reading will reveal the treat in store for the boys and girls of South Bend and vicinity during the com-
ing year. It is absolutely free. All that is necessary is to wait until your birthday arrives in 1915 and
look in The News-Times on that date for your name. If it appears, you come to The News-Times of-
fice on Saturday by 8:30 a. m., identify yourself, get your ticket and proceed to enjoy yourself at the
expense of The News-Times and the above named theaters and concerns who are cooperating in this
event.

Parents are requested to tell their children about The News-Times Birthday Parties and the treat
that is in store for them on the Saturday immediately following their birthday. The News-Times be-
lieves that it has registered every school boy and girl of South Bend and Mishawaka for an invitation
to The News-Times Birthday Parties. If the name of some one is overlooked it is through no fault
of The News-Times as this list was compiled from the best records obtainable in the public and private
schools of South Bend and Mishawaka.

As the invitation list will close March 10th, it will be impossible to add other names thereafter. A
careful list was compiled from the records in each school and in the event the name of some boy or
girl does not appear in the list of daily publications, it was due to the fact that their name, address and
birthday was not properly recorded at their school. It will, therefore, be necessary for them to wait un-
til their birthday in the year 1916 as it is the hope of The News-Times to continue this feature for a
sufficient length of time to give every boy and girl of South Bend and Mishawaka opportunity to par-
ticipate therein.

The announcement of birthdays will begin on March 10th, 1915, and continue every day indefinitely.
A reproduction of both sides of The News-Times Birthday Party ticket is printed herewith. A
reading of the conditions and instructions is suggested in order that the parents may thoroughly un-
derstand the plan and precautions taken to make it one of the greatest and most popular events ever
undertaken by The News-Times for the benefit of its many friends.

Note—In order to stimulate interest in this series of Birthday Parties, The News-Times will each
day print the names of at least five (5) school children whose birthday occurs at some future date.
These names will be selected at random, and the lucky ones will be allowed to participate in this party
both on the Saturday immediately following the publishing of their names and on the Saturday fol-
lowing their birthdays, so it will be to the interest of every school boy or girl to watch the daily an-
nouncements.

This Ticket is Presented by
THE SOUTH BEND NEWS-TIMES
"Always First With the Latest"

THE ORPHEUM THEATER
"Quality Vaudeville"

THE MAJESTIC THEATER
"That Popular Little House"

THE LASALLE THEATER
"Theater Beautiful"

THE COLONIAL THEATRE
"Film Favorites"

THE SURPRISE THEATER
"Home of Good Pictures"

THE AMERICAN DRUG CO.
"South Bend's Greatest Drug Store"

As a Birthday Present to the Holder
A Pupil of Public or Private
Schools of South Bend or Mishawaka
Subject to the Following Conditions

CONDITIONS

Good only for a Pupil of Public or Private
Schools in South Bend or Mishawaka on the
Saturday following Birthday as announced in
The News-Times.

In case of bad weather, sickness or other
conditions preventing the use on day specified,
ticket will be honored on any succeeding Sat-
urday.

Tickets are not transferrable and are in-
tended for use only by child to whom pre-
sented.

Holder can use portion of ticket one Satur-
day and the others any succeeding Saturday.

And misuse of this ticket, bad conduct or
other objectionable acts will cause manage-
ment of concerns named above to take up un-
used portion and report conduct to Parents,
Teachers or Probation Officers.

In issuing this joint ticket The News-Times
and the concerns cooperating in this Birthday
Party accepts no responsibility beyond that
customary in looking after the care of their
patrons.

No coupons will be honored after Dec. 21,
1915.